



# USDA Weekly Retail Turkey Feature Activity

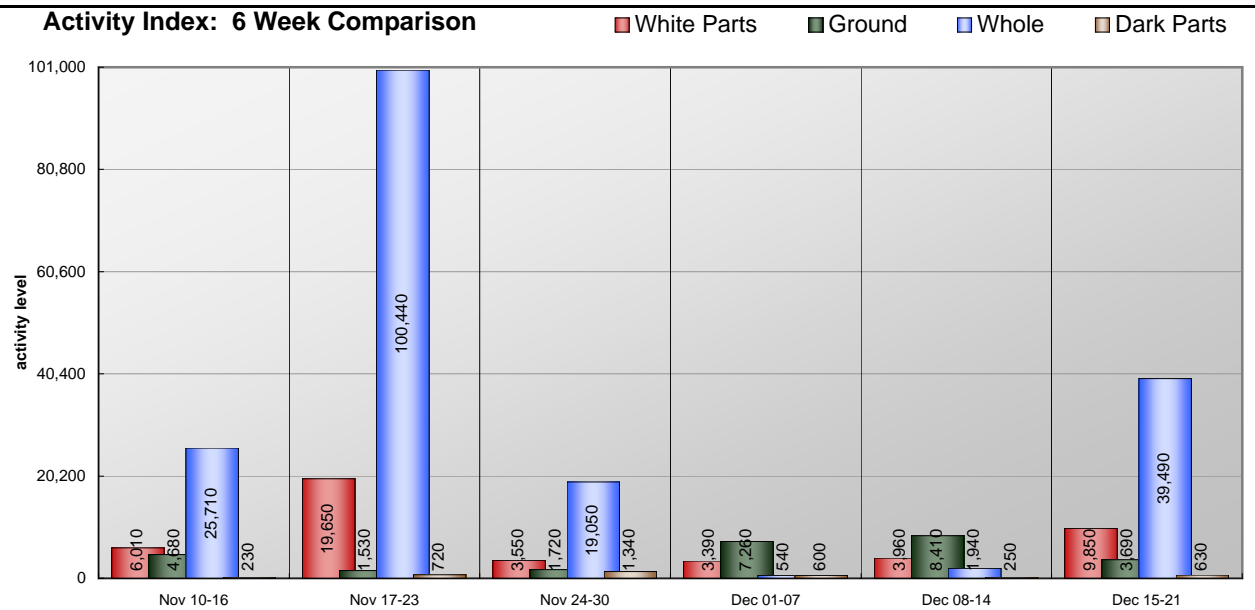
Fri. Dec 15, 2006

## Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 12/15 thru 12/21.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

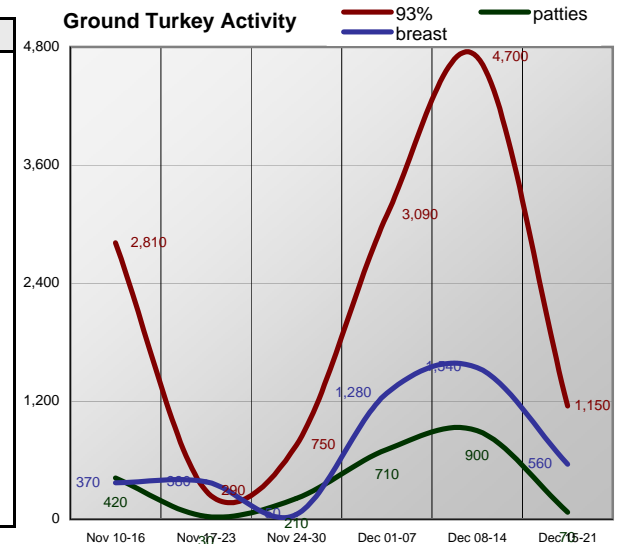
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	76.9% of 17,000 outlets		56.8% of 17,000 outlets		89.1% of 16,700 outlets	
Special Rate 4/	6.2%		2.5%		10.0%	
Activity Index 2/	53,840		15,590		66,560	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
<b>WHOLE BIRDS:</b>						
Fresh - Hens	9,880	1.22	430	0.99	11,510	1.20
" - Toms	9,870	1.22	430	0.99	11,430	1.20
Frozen - Hens	9,790	0.86	540	0.80	13,730	0.91
" - Toms	9,950	0.85	540	0.80	13,760	0.91
<b>PARTS:</b>						
Breast:						
Bone-in, whole						
Fresh	1,810	2.17			2,270	2.25
Frozen	5,710	1.48	520	1.55	4,310	1.44
Hotel Style						
Fresh	20	1.87			60	2.07
Frozen	130	1.59				
Split, bone-in						
Fresh	20	2.54				
Rotisserie	1,240	6.65	2,270	6.24	1,170	5.62
Boneless, whole						
	30	3.99			160	3.76
Cutlets						
	380	3.99	710	4.22	450	3.92
Cutlets, thin sliced						
	250	4.70	10	4.49		
Strips						
			110	3.99	250	3.99
Tenders						
	260	3.92	340	3.96	390	3.99
Marinated Tenders						
	110	4.16	970	3.79		
Drumsticks						
			40	1.09		
Thighs						
	10	1.27	150	0.88		
Necks						
			40	1.09		
Smoked Drumsticks						
	310	1.79	10	1.48	30	1.39
Smoked Wings						
	310	1.79	10	1.48		
Smoked Necks						
<b>GROUND TURKEY:</b>						
Patties	3,690	2.61	8,410	2.59	7,040	2.70
	70	2.44	900	2.66	1,150	2.51
Sausage						
	1,760	2.48	1,210	2.45	1,160	2.52
85% lean						
	150	1.45	60	1.60	700	1.68
93% lean						
	1,150	2.30	4,700	2.17	2,510	2.39
Breast						
	560	3.96	1,540	4.00	1,520	3.98
Rolls (frsh/frz 1 lb.)						
	70	1.00	60	1.12	--	--

Note: rolls not included in ground fresh ground turkey total and weighted average.



**Turkey Featuring - 12/15 thru 12/21**

Feature activity for turkey at retail outlets is up sharply from last week with Christmas only 10 days away and the Hanukkah season beginning tonight. While whole bird offerings are down from the same week last year, another complete ad cycle has yet to run before Christmas and whole bird ads are expected to continue to see ad space. Bone-in breasts are actively featured at attractive prices and rotisserie breasts continue to enjoy ad space but less frequently than last week. Other white cuts are sporadically featured at firm pricing while dark cut featuring is concentrated on smoked product. Ground turkey features are down sharply from last week and last year but ad prices are mostly firm to higher. Sausage and 93% lean continue to be the most commonly featured items.



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/: **FEATURE RATE:** the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. 2/: **ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). 3/: **STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: **SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 4/ Activity Index 2/	89.0% of 7,900 sampled outlets 7.7% of stores w/ no-price promotions Activity Index = 33,030			56.5% of 5,200 sampled outlets 2.2% of stores w/ no-price promotions Activity Index = 11,240			78.4% of 3,900 sampled outlets 8.5% of stores w/ no-price promotions Activity Index = 9,500		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>									
Fresh - Hens	0.89 - 1.68	5,980	1.23	0.88 - 1.68	2,050	1.20	0.99 - 1.49	1,850	1.21
" - Toms	0.89 - 1.68	5,980	1.23	0.88 - 1.68	2,040	1.20	0.99 - 1.49	1,850	1.21
Frozen - Hens	0.57 - 1.39	6,090	0.89	0.57 - 1.39	2,370	0.89	0.38 - 1.29	1,330	0.68
" - Toms	0.57 - 1.39	6,030	0.88	0.57 - 1.39	2,470	0.89	0.39 - 1.29	1,450	0.65
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh	1.89 - 2.79	1,120	2.18	1.98 - 2.49	340	2.10	1.99 - 2.49	350	2.19
Frozen	0.98 - 2.28	3,000	1.37	0.79 - 1.99	1,350	1.53	1.59 - 1.79	1,360	1.69
Hotel Style									
Fresh	1.59 - 1.99	20	1.87						
Frozen				1.59	130	1.59			
Split, bone-in									
Fresh	2.69	10	2.69	2.38	10	2.38			
Rotisserie	4.99 - 8.99	580	5.90	5.99	140	5.99	6.99 - 7.99	520	7.66
Boneless, whole	3.99	30	3.99						
Cutlets	3.69 - 3.99	380	3.99						
Cutlets, thin sliced	4.49 - 4.99	250	4.70						
Strips									
Tenders	3.91 - 3.99	260	3.92						
Marinated Tenders	4.26	90	4.26				3.73	20	3.73
Drumsticks									
Thighs									
Wings	1.27	10	1.27						
Necks									
Smoked Drumsticks	1.79	310	1.79						
Smoked Wings	1.79	310	1.79						
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties	2.29 - 2.67	50	2.62	2.00	20	2.00			
Sausage	1.99 - 3.19	1,340	2.48	2.00 - 2.50	110	2.38	2.50	310	2.50
85% lean	1.59	20	1.59				1.43	130	1.43
93% lean	1.67 - 2.80	610	2.28	1.99 - 2.40	210	2.21	2.40	330	2.40
Breast (99-100% lean)	3.75 - 4.49	560	3.96						
Rolls (frsh/frz 1 lb.)				1.00	70	1.00			

A full breakdown of supermarket promotions featuring turkey and other poultry for Christmas and Hanukkah will be available on December 22, 2006 on our website at:

[www.ams.usda.gov/poultry/mncs/Holiday%20Ads/HolidayAds.htm](http://www.ams.usda.gov/poultry/mncs/Holiday%20Ads/HolidayAds.htm)

This report provides a detailed breakdown of supermarket holiday promotions by region, state, and grocery chain including brand names, prices, and any special conditions for whole turkeys, turkey breasts, turkey dinners, roaster chickens, capons, cornish hens, ducklings, geese, baking hens, poultry-based broth and gravy, shell eggs and egg nog.

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**This and all of our other holiday promotions reports are also available in spreadsheet format. Please contact us at the number/e-mail address below to receive the spreadsheet files.**

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